

JPRS-TTP-84-017

22 June 1984

Worldwide Report

TELECOMMUNICATIONS POLICY,
RESEARCH AND DEVELOPMENT

FBIS FOREIGN BROADCAST INFORMATION SERVICE

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'SPY' SATELLITE TO AID THIRD WORLD

Malbot in THE AGE in English 8 May 84 p 13

[Article by Thomas Land]

[Text]

EIGHTEEN Asia-Pacific countries representing a vast combined land area have launched a co-operative program to share their space-communications skills for the remote-sensing of their natural resources. The program is likely to lead to significantly improved crop yields.

Virtually the entire region will be covered this year by satellite ground stations in Bangladesh, India and Thailand together with existing stations in Australia and Japan.

In addition, China is about to build 26 ground stations. Other stations are planned in Indonesia and Pakistan. The program will make use of the United States Landsat satellites and France's second-generation Spot satellite due to be launched early in 1985.

Member countries intend to improve their capacity to use satellite imagery by pooling their higher education resources in joint training, research and pilot projects and a liberal exchange of information. This represents an important new departure.

Only a year ago, a group of developing countries, including India and enjoying enthusiastic Soviet support, sought to introduce stringent global regulations outlawing the launching of powerful civilian satellites with military surveillance capabilities — such as the Spot.

Pictures of the Earth taken from

space can provide accurate crop forecasts half way through the growing season, give early warning of diseases spreading through cereal fields and forests and identify minerals, water and other natural resources. Many countries would prefer to protect such information from their neighbors.

Military satellites — hitherto the exclusive domain of the two super-powers — can also detect troop movements and missile installations everywhere.

The arrival of the Spot, the world's most powerful commercial satellite, will blur the line of distinction between military and civilian space surveillance by making a wealth of hitherto sensitive intelligence widely available.

The Asia-Pacific program of educational and scientific collaboration has therefore brought together such hostile neighbors as India and Pakistan, China and Vietnam, joined in their mutual desire to spy on each other from space. But their endeavor will also improve nutritional standards in one of the poorest and most populous regions on Earth.

China's satellite Earth station building program for example is part of an immense national effort to approach a measure of self-sufficiency in cereal production.

Hence the backing for the project by several global development agencies, such as the United Nations Food and Agriculture Organisation. The UN Development Program has raised \$1.8 million

for the higher education component of the program which has already led to 15 fellowships at the Asian Institute of Technology near Bangkok. The first specialist training program held at the institute's Remote Sensing Centre concerned the application of sky-spy technology to vegetation mapping and mangrove ecosystems.

Most of the countries participating in the program have already entered into commercial agreements to receive remote-sensing data either from various Asian ground stations or directly from the American space authorities. Data from the French system are to be marketed through Spot Image which has already mounted a convincing "simulation campaign" using high-flying aircraft to demonstrate the abilities of its space sensors.

A specialist in charge of the Asia-Pacific program comments: "The difference between having the satellite imagery and deriving its full benefits is what the project is all about."

CSO: 5500/4387

PRENSA LATINA MANAGER ON AGENCY'S DEVELOPMENT

PA132142 Mexico City EXCELSIOR in Spanish 29 May 84 p 26-A

[By Gustavo Robreno Dolz, general manager of PRENSA LATINA]

[Excerpts] The predictions by North American news transnationals upon PRENSA LATINA's birth that it would last only 1 month have been eloquently belied by the agency's quarter century of existence and successful international operations. PRENSA LATINA's inauguration on 16 June 1959 posed a challenge to these monopolies, which were used to distorting or muzzling news throughout the world as best suited the interests they serve.

In view of the harassment and closing of offices it faced in Latin America and the United States, PRENSA LATINA decided to expand its radius of action to other areas. A branch was opened in Prague in May 1960, followed by offices in Moscow and the remaining European socialist countries. As a result of this decision, PRENSA LATINA now has 78 cooperation and news exchange agreements with agencies from Third World countries and particularly from member countries of the Nonaligned Movement.

In addition, it is a founding member of the Union of News Agencies of the Nonaligned Countries [Union de las Agencias de Noticias de los Paises no Alineados] and of the National Information Systems Activity [Accion de los Sistemas Informativos Nacionales -- ASIN] of Latin America.

PRENSA LATINA has currently 37 bureaus throughout the world not including a number of special correspondents and contributors who complement and further enrich its news material.

As for PRENSA LATINA's services, 10 years ago it had 2 international and 2 national (Cuba) circuits with a daily traffic of 5,500 items. Now, on its 25th year, it has 27 international and 5 national circuits and a daily traffic of 7,880 items in Spanish, English, French, and Portuguese.

Regarding the means of communication, PRENSA LATINA uses two satellite systems -- Intersputnik and Intelsat. Only one of its circuits is currently operating through teletype, but it will soon be incorporated into the satellite system. In addition, the agency distributes "exclusive" special features and other printed material to complement its daily news service.

It edits such bulletins as the Latin American Economic Panorama [Panorama Economico Latino-Americano] and Socialist Economic Integration [Integracion Economica-Socialista] in cooperation with the Soviet news agency NOVOSTI. To this must be added two months publications: the magazines CUBA INTERNACIONAL (in Spanish and Russian), dealing with Cuban topics, and PRISMA, which is edited in Spanish, English, and Portuguese and deals with Latin American and world topics.

Currently, PRENSA LATINA's most sought after service is its radio service, involving correspondents' reports and commentaries on world events.

CSO: 5500/2047

PUBLIC PREPARED FOR RADIO MARTI 'PROPAGANDA LINE'

Havana VERDE OLIVO in Spanish No 15, 12 Apr 84 pp 19-21

[Article by Juana Carrasco: "On the Air: Subversion"]

[Text] Of prime importance in the world today is to be well informed about general, cultural and political events happening, not only in the country, but all over the world.

In the field of mass communications, this implies a parallel development of the ideological and political struggle at a fever pitch.

At the present time, 80 countries have radio broadcasts beamed abroad. This is only one aspect of the situation. They also use newspapers, journals, books, movies and television programs to spread concepts ideas and policies.

It is of interest to us to analyze the activity in which three radio stations of the American Government engage: Voice of America, Radio Liberty, and Radio Free Europe, all of which have the clear purpose of transmitting propaganda aimed at manipulating the thoughts, feelings and even instincts of listeners in order to exercise an ideological influence over them and turn them into instruments of their campaigns.

It is a well-known fact that the Voice of America went on the air on 24 February 1942, for the purpose of broadcasting to the zones of the world conflict and providing news to the Caribbean, Central America and South America in order to counter Hitler's radio propaganda aimed at the region.

When the war ended, Voice of America experienced a short period of lethargy, but the beginning of the decade of the 1950's and with it, the cold war instigated by Washington and its capitalist partners against the nations in the socialist area, resurrected this broadcasting medium.

The Voice became the spokesman for the cold war and was soon accompanied in its subversive labors when, in 1950, it was joined by the so-called Radio Free Europe and in 1953, Radio Liberty. Supposedly managed by committees of emigres from the European socialist countries and financed by public donations, it was soon discovered that both the former, with its task of broadcasting to European people's democracies, as well as the second, devoted exclusively to broadcasting for and against the Soviet Union, constituted a covert operation of the CIA's for the purpose of destabilizing nations.

William Donovan, a high official in Yankee intelligence and the founder of these stations, gave them precise instructions: "Propaganda aimed abroad is to be used as an instrument of war, as a conduit for spreading rumors and defeat."

It is a secret to no one that Radio Free Europe played an active role in the events in Berlin in 1953, Hungary in 1956, Czechoslovakia in 1968 and more recently, in Poland. In all cases, it openly incited the people to rebel, to alter the established order in order to overthrow the established social system.

In 1971, it was revealed that during the first two decades of their life, these stations were surreptitiously financed by the CIA and the Senate investigation that took place at that time came to the conclusion that such connections had to be quickly broken.

A presidential commission in 1973 set about revising the function of these stations and decided that they should have professional independence, solely limited in the sense that they had to operate "in a way not inconsistent with the foreign policy of the United States."

However, the location of Radio Free Europe and Radio Liberty under the control of the International Broadcasting Board did not imply total independence with respect to imperialist plans. They continued the work of manipulating public opinion, individual psychology, using the methodological basis of all imperialist propaganda: disinformation, lies and slander.

With the arrival of Ronald Reagan in power, the counterrevolutionary and diversionist nature of the three radio stations was intensified, bent on a "psychological war" having two primary objectives: 1) changing the existing order of things and restoring capitalism in the socialist countries, and 2) preventing revolutionary change in underdeveloped countries.

Task for Radio Free Europe

The case of Poland is an interesting example for revealing the counterrevolutionary and diversionist activity of these broadcasting stations. While it has been discussed by the three stations, it is Radio Free Europe which, since August 1980, began to broadcast in Polish 24 hours a day from its headquarters in Munich, the Federal Republic of Germany, where a whole network of anti-Polish centers function.

That year, instructions began to be given on what requirements should be put to the socialist government, such as strengthening the strike committees. It launched a campaign against the militia that was rapidly taken as a point of departure for the counterrevolutionary KOS-KOR (Social Self-Defense Committee) organization in its proclamations against the forces of order and Polish security organs.

It also devoted special programs to young people so as to find a base for execution of the anti-socialist plans orchestrated by the then national

security adviser Zbigniew Brzezinski, who considered Poland "the weakest link in East Europe" and consequently ordered that "...our efforts be aimed at contributing to the destabilization of Poland." The line of action to be followed included the gradual erosion of socialist values and the organization of an armed counterrevolutionary uprising. Radio Free Europe served to impart these watchwords.

Despite the lack of success of these antisocialist plans for a counterrevolutionary coup, Washington did not drop its aims and Brzezinski's recommendation of influencing Polish public opinion through propaganda directed at demonstrating "the incompatibility of Polish interests with the communist model" continues in force.

Radio Free Europe has since last year been directed by James Buckley, the reactionary former American senator who also served as undersecretary of state for security assistance. Buckley cynically and shamelessly stated: "It is only thanks to the existence of Radio Free Europe that the Polish people can obtain complete information on events in their country.... We ask ourselves: What would we want to hear as Poles? In addition, we are an announcement board for dissidents such as the members of Solidarity. When Solidarity makes a statement, we broadcast it."

Radio Libertad

Some 40 radio broadcasting stations transmit propaganda hostile to the USSR for 270 hours a day. In the succession of lies broadcast by Radio Liberty and Radio Free Europe, an essential space is occupied by the attempt to show that the Soviets' dream is to imitate the "Western lifestyle" or emigrate to the West.

Not long ago, a UPI reporter, Louise Branson, even though she dropped her poisonous line that "the average Russian finds it nearly impossible to learn anything the authorities do not wish to tell him," had no choice but to admit the following: "Many Westerners are surprised to learn that the majority of the 270 million Soviets whole-heartedly support their government and system. Western information media devote so much attention to dissidents that they take their ideas as representative of the secret thoughts of the majority. Nothing is further from the truth...."

The basis for Radio Liberty's programming is anti-Sovietism, in complete agreement over the past 2 years with the crusade against communism announced by Reagan in a speech delivered before the British Parliament.

Since that time, the propaganda campaigns of this broadcasting station have been intensified, used by special units of the CIA to meddle in internal affairs, create pro-American fifth columns among the so-called dissidents and inculcate moral standards of conduct of the "American way of life" and its ideological concepts.

George Bailey, presented as an "outstanding newsmen" and "prize-winning writer," was recently appointed to head Radio Liberty. It would appear that the Reagan

team had forgotten something they did remember in Europe: Bailey is known there under other names: George Bibel, Georg Georgievitch Thomas, Jack Thomas, Mr Troimann or Major Frank, some of his identities as an American espionage agent.

The appointment made it clear that Radio Liberty is a subdivision of the CIA and not an "independent" radio station only responsible to the International Radiobroadcasting Council. Bailey's biography (published by the Soviet journal TIEMPOS NUEVOS, No 9/1984) leaves no room for doubt.

Diversions and counterrevolution are the messages broadcast in 15 Soviet languages for 469 hours a week by the self-styled Radio Liberty.

Voice of America and Radio Marti: Attempt at Subversion

In 1981, President Ronald Reagan appointed Charles Z. Wick, a California millionaire, personal friend and hard-line anticommunist, as director of the U.S. Information Agency (USIA) in order to step up the use of that organization as an instrument of propaganda. Wick stated at that time: "We are in competition to win minds in the world" and fully took on his task of "resuscitating" the Voice of America (VOA).

Wick set up a highly professional staff to fill VOA ranks and requested for 1982 a total of \$564 million to make the work of the broadcasting station more effective during the 24 hours a day it broadcasts in 42 languages, supplying the news it receives from its 201 offices in 125 countries. In 19 months, the VOA had two directors. The current director is Kenneth Tomlinson, who claims that the programs of the station are objective and who has "institutionalized a balance that the VOA had never before known." For many years, Tomlinson was one of the editors of the well-known arch-reactionary American publication READER'S DIGEST (SELECCIONES).

According to DIARIO LAS AMERICAS (February 1983), Tomlinson was appointed by Reagan for the post in response to the many complaints of conservatives and anticommunists that the Voice did not reflect the philosophy of that Republican Administration or the views of the United States in the confrontation with the Soviet Union and socialism.

Bent on the psychological war, the Voice resorts to ideological and propaganda subversion to such a point that a reporter from the American magazine NEWSWEEK (31 October 1983) admitted that under the Reagan Administration, neither the VOA nor its two sister stations in Europe, Radio Free Europe and Radio Liberty reported the news objectively and had become "forums for extremists who had emigrated from East Europe or for the strident opinions of the White House."

The microphones of the Voice of Europe were used directly by President Reagan in September 1983 to present Washington's opinions on the case of the South Korean airliner shot down while on an espionage mission over Soviet territory. In January 1984, he repeated his visit to broadcast a message "to the Cuban people" in which he uttered slanderous lines against the revolution and announced that "very soon" the broadcasts of the irreverently labeled Radio Jose Marti would go on the air as part of the service of the Voice of the United States.

The lying, propagandist, subversive and brainwashing nature of the programming beamed at Cuba was concealed behind words similar to those which other officials we have mentioned used for Radio Free Europe and Radio Liberty. Reagan said: "The purpose of the programs of Radio Marti will be very simple and direct: to tell the truth about Cuba to the Cuban people. We want them to know what they have not been told."

If we make an analysis of the propaganda campaigns conducted by the Voice of the United States in the past year, we come to the conclusion of what kind of "truth" that anti-Cuban radio station will carry.

The American Congress had already recommended the following as propaganda activity aimed at Latin America: The USIA and other American agencies should step up information convincing peoples in the area that the danger to their well-being comes from communism. Specifically, news on Cuba published by the press, capitalist news agencies and radio stations show that the United States is now involved in a propaganda offensive against the Cuban Revolution similar to that characterizing the attacks on our country during the early years of the revolution.

In the case of radio propaganda, there are six general lines of biased slander aimed at presenting us as a "satellite of the USSR," the "exporter of revolution," backer of "terrorism," engaged in "narcotics trafficking in the United States," a "violin of human rights" and "overwhelmed by serious economic problems."

We could give many examples to reveal the type of "objectivity" characterizing the VOA, but it is enough to see the backing it gave last year to Cuban counter-revolutionaries. The Voice reported an event held in Miami in favor of freeing Orlando Bosh, one of the four assassins involved in the sabotage of the Cuban airliner in Barbados and broadcast the words uttered by the mayor of Miami, who said that he was not "...backing terrorism or inciting to violence, but rather, appealing for solidarity with anticommunism and Dr Bosh because his efforts are directed at the freedom of Cuba."

There has recently been a notable intensification of its obsessive anticommunism and the fallacy of its status as a "reliable and authorized source of news" was exposed once again, above all with the lies spoken by officials of the American Government and President Reagan himself with respect to the criminal invasion of Grenada, echoed in the broadcasts of the Voice of America.

The voice equals these lies with the slanderous campaigns against Nicaragua and other revolutionary processes in the area. It is part of an entire campaign aimed at psychologically preparing its listeners to accept any American military aggression in Latin America. Nicaragua and El Salvador are the targets of its pointed darts.

Over the next 6 years, the VOA wants to spend over \$1 billion on its expansion and modernization. This confirms the fact that for the American Government, its radio trilogy is a matter of importance because they are instruments for the domination of peoples and individuals in the interest of imperialist policy.

11,464

CSO: 5500/2045

PAPER ATTACKS U.S., WESTERN INFORMATION MONOPOLY

Havana GRANMA WEEKLY REVIEW in English 1 Apr 84 p 2

[Article by Roberto Alvarez Quinones: "Freedom of the Press Washington-Style"]

[Text] The U.S. government has announced that its withdrawal from UNESCO is based, among other things, on the institution's violation of freedom of the press and its attempts to obstruct the free flow of news in order to support a new international information order.

What is behind these claims? What does violation of freedom of the press mean to the Reagan administration?

Washington has clearly not forgiven UNESCO for its decision to expose colonialism in the field of information and culture which the industrialized West and the United States in particular impose on the underdeveloped world.

For the last eight years UNESCO has been providing information and irrefutable evidence on the tremendous imbalance in the field of information and culture between the industrialized capitalist nations and the so-called Third World. The McBride Commission, which was set up at the request of the 161 members of UNESCO and especially those of the Movement of Non-Aligned Countries, demonstrated after a detailed study that four Western news agencies--AP, UPI, AFP and Reuters--control 80 percent of the news that circulates in the world. AP and UPI, the two largest, are U.S.-owned and the others are French and British, respectively.

These four agencies transmit millions of words daily, while the 84 news agencies of the Press Agencies Pool of Non-Aligned Countries transmit a total of 40,000 words. That is, for every word distributed by a Third World agency, the above-mentioned four distribute 1,000. AP sends 90,000 words from New York to Asia, while it only sends 19,000 words of news on Asia to other parts of the world.

To sum it up, the international information which reaches the underdeveloped world is largely what the information transnationals select and transmit according to their interests. This in no way reflects the historic, socio-economic, political and cultural realities of the underdeveloped nations.

When the average Latin American opens his morning newspaper, eight of every ten news items come from the above-mentioned news agencies, and in most cases they have nothing to do with the problems of Latin America. The same ratio also holds for TV news programs.

The situation is the same in Africa and Asia. Inhabitants in Burundi and Pakistan read more about the rape of an elderly woman on the New York subway than the problems of a neighboring country or the success of a national liberation struggle.

Last September in Igls, Austria, UNESCO made public a document which shows how the enormous "imbalance in the field of news exchange and messages between the developing and industrialized nations has become much worse since 1978." The document served as the basis for a meeting of UNESCO and UN experts on the urgent need to establish "a new international information order."

At this meeting, it was explained that the United States owns the 12 operational Intelsat satellites and that ten of the top 15 international companies in the field of data processing are U.S.-owned, along with the world's largest data banks. Eighty percent of the 55 million bibliographical references in the world come from the United States.

Other UNESCO studies have shown that a few transnationals, most of them U.S.-owned, control nearly 80 percent of the daily press published in both the industrialized and underdeveloped capitalist countries, 90 percent of the radio stations with an international audience, and 95 percent of TV broadcasts.

The United States has achieved such technological and political hegemony of information and communications that right now the information industry holds second place in terms of total export value of this, the richest country in the Western world.

This decisive control the United States has over the mass media which could well be called strategic, strengthening as it does the political, economic and cultural world hegemony desired by the Reagan administration, is what Washington calls freedom of the press and free flow of information.

The overwhelming dominance of the United States and other capitalist powers in this key sector is precisely what is being challenged and denounced. It is what UNESCO is trying to change in response to the wishes of dozens of nations subjected to colonialism in the field of information and culture.

CSO: 5500/2045

MAGAZINE CLAIMS U.S. MONOPOLY OF INFORMATION PROCESSING IN L.A.

Havana TRICONTINENTAL in English May-Jun 84 pp 58-63

[Article by Enrique Gonzalez Manet: "Problems of Information and Informatics in Latin America"]

[Text]

LATIN America has double the resources for information and communication as the rest of the so-called Third World.¹ But despite this, the region has one of the highest levels of illiteracy, and an almost non-existent level of communications. The little mass media that does exist is concentrated in disproportionately developed urban centers, in which large sectors of the population have a barely marginal existence. The press, radio, movies and television — with more than 70 % of their financial backing coming from transnational and other foreign advertising — stimulate a culture of consumerism and help distort traditional identity and values.

At the beginning of the 1980s, four out of every ten Latin Americans are cut off from all means of communication. There are fewer than 70 copies of daily newspapers for every thousand inhabitants of the continent. That figure tends to be decreasing as a result of the increasing costs of paper and printing equipment, the latter

becoming more and more complicated and sophisticated due to the emergence of micro-electronics and computerized systems.

While advertising costs have soared at a dizzying rate — in 1979 they were calculated at \$4 billion — money spent by governments on education and culture dropped significantly. The budget appropriations for research and development never exceeds two tenths of one percent. With rare exceptions the countries of the area don't have established policies on communications and culture, nor even reliable statistics, which are essential for economic planning.

This grave situation, and the phenomenon of dependency which affects most of the continent, were pointed out by a group of prominent Latin American experts in the First Meeting of the Monitoring Group of the Intergovernmental Conference on Communications Policies in Latin America and the Caribbean, which was held in Quito, Ecuador in December of 1981. The specialists revealed not only the lack of adequate

resources, but also the lack of any real consciousness of the phenomenon of dependency, and — even more serious — the absence of political will to make changes in this important sector.² They also asserted that the modernization of telecommunications technology and the socio-economic impact of micro-electronic innovations provoke serious and unexpected problems "that still have not been duly dealt with in the region."

The experts pointed out that Latin America is experiencing a dangerous lag in planning, both in terms of policy formation and legislative action. One key concept is that management and control of the telecommunications structure is operated by a miniscule number of giant transnational companies in a small number of developed countries.³ In the presence of Dr. Antonio Pasquali, UNESCO's assistant general director of communications, the specialists stated that the region does not have the resources today capable of meeting the development needs of its people.

Penetration and dependence in Latin America

Along this line of critical thought, the Peruvian researcher Juan Gargurevich pointed out that Latin America is entering the world of communications far behind the developed countries, and is at a disadvantage as a result of the technological invasion. The region, then, becomes the victim of technological change that permits the imposition of power by the transnational corporations.⁴

It is a matter of a more evolved form of dependency,

springing from the United States by means of a self-serving ideology that is introduced into Latin America through the mass media.⁵ Local businessmen, explains the economist Manuel Espinoza García, don't have the financial or technical base to counteract the invasion of foreign capital, nor the freedom of action to struggle against this dependency, because the advertising necessary for their continued operations comes from foreign corporations.⁶ Latin America is the only continent in which 90 % of the mass media is completely controlled by private enterprise.

The social reality of the continent is determined by the fact that 50 % of the population is rural, and 30 % consists of poverty-stricken city-dwellers whose lack of access and participation reflects the direct relationship that exists between acquisitive power and the utilization of the mass media. This relationship extends to cultural and educational sectors, since those who are better educated are also those who make the most use of cultural media and activities such as books and concerts, art exhibits and theatre. The culture of two-thirds of the population of Latin America rests fundamentally on radio and television, which has a strong negative impact due to its low quality and indiscriminate and distorted commercial orientation.

Color television and transistorized receivers are considered luxury items and status symbols for large segments of the population. If you accept the premise that communication is a public responsibility and a factor for social change, the majority of the people in the region are,

apparently, relegated to immobility and the acceptance of the *status quo*.

Peter Schenkel, a specialist from the German Federal Republic (West Germany) who is director of research for CIESPAL (International Center for Higher Studies in Communications for Latin America) in Quito, stated in 1975 that in Latin America the mass media has as its objective: a) to serve private economy and the market structure; b) to maintain the political *status quo* and its political structure; c) to defend the structures and ideas of the dominant system of relations; d) to keep the great majority of the people from acquiring consciousness;

to guarantee that the mass media remains in the hands of private enterprise.⁷

These circumstances points out Juan Gargurevich, are not unique to Latin America, and can be generalized to include most of the "Third World". In other regions there is greater state regulation of radio and television, but not of the printed media, which mostly belong to private, political or institutional interests.⁸

In general these important aspects in the evolution of social thought are almost unrecognized by government officials, and in many cases even by professional journalists. The concealment and distortion of such processes can be seen in the academic and teaching sector, despite the existence of some 170 schools of journalism, with an enrollment of over 100,000 students, and of pioneering organizations such as CIESPAL, ININCO (Communications research Institute) and ILET (Latin American Institute on Transnational Studies) as well as groups like the Latin American Association of Communications Researchers (ALAIC).

Although daily newspapers appeared in Latin America in the 18th century and the first school of journalism in 1935 CIESPAL — in a report on professional training for journalists and "communicators" — states that "journalism schools don't offer optimal levels for professional preparation that meets the requirements of today's society. Academic innovation has been insignificant and technical development almost nil."⁹

According to Latin American specialists such as Luis Anibal Gómez, Oswaldo Capriles, Luis Ramiro Beltrán, Héctor Mujica, Luis Gonza Motta, Oswaldo Sunkel, Theotónio Dos Santos and others, the region is a dependent zone, underdeveloped and without communications, as a result of backwardness, lack of resources, informational deficiency, structural deformation and the overflow of commercial advertising. Pasquali states that the real ministers of culture are the advertisers and advertising agencies. The mass media doesn't contribute to social change, but rather acts as an element to retard and neutralize it.

Facts and figures on Latin America

Television is dominated by foreign advertising, and imports from 50 to 80 % of its programming, which is impossible to reject within the existing market structure, due to its low cost and high commercial profitability. Latin America is inundated with irrelevant messages, with contaminating ideological content, through the mass media controlled by the monopolistic centers of power.

In the press, destined almost exclusively for the capitals and

big cities, advertisements take up almost 75 % of all space. The rest is primarily dedicated to sports, social commentary, and police actions. The radio is no exception. Soap operas and so-called "international" music compete with an absurd amount of commercials aimed at promoting consumer products, including universal bank credit cards, which have been turned into first class status symbols for the general public. To own a "Bank Americard", "Visa", or "American Express" is to have "class" and to belong to the most affluent circles. In the computerized world of today, the personal information offered in order to have access to a credit card also means to have been personally approved by a US transnational corporation.

In 1973 UNESCO, PNUD, and the International Telecommunications Union (ITU) did a poll in Latin America to check out the viability of a regional system of educational television. The results indicated a student drop-out rate of 60 %, a rate of under-educated higher than 40 %, and a growing illiteracy rate of more than 45 million people. This tendency has been sharpened by the constant withdrawal of investments in general education during the last decade.

There is chronic and structural unemployment, which in some areas, such as Central America and the Caribbean, affects more than 50 % of the work force. The increase in extreme poverty and rural emigration can be added to this picture of desperation. In the entire region there is not one country — except Cuba — in which the budgetary allocation for culture exceeds 1 % of the national income.

Latin America has 3 % of the world's television sets, but re-

ceives 35 % of the US program exports, with a total of 150,000 hours annually. Commercial advertising in this medium is as much as 313,000 messages a day, some 61 % more than the already saturated level in the United States. The advertising expenditures in the region are around \$3.65 billion a year, two-thirds of it in radio. In nearly 70 % of the cases the advertisers are foreign. One Venezuelan expert stated, "Free enterprise has shown a complete inability to promote the cultural industry and serve the interests of the people of the region."¹⁰

At a time when the buying and selling of information, data and messages is one of the most important trade transactions, the increase in the material base of communications depends increasingly on imports, which creates relations of dependency. The intensive transmission of foreign modes of behavior and value systems denaturalizes the national personality and accentuates the phenomenon of alienation. One must ask oneself, who establishes the guidelines for style and consumption and by what means? This has special meaning in a continent in which the basic culture of the population in terms of attitudes and consumption is of foreign manufacture.

The region has an insignificant number of specialists in planning, administration and production of cultural material and communications. There is a great scarcity of scientists, engineers and mass media technicians. The training schools generally lack capable teachers, up-to-date curriculum, libraries, laboratories, and documentation centers. The region also lacks researchers devoted exclusively to communications.

Media control and imperialist domination

In 1976, at the Intergovernmental Conference on National Communications Policies, held by UNESCO in San José, Costa Rica, Carlos Andrés Pérez, then president of Venezuela, referred bluntly to the situation in Latin America: "The international press only gathers information that deteriorates the image of our people, and the big press and audio-visual media of the industrialized world ignore our struggles, our efforts and the legitimate demands of a system of international justice."

At the beginning of the 1980s the regional situation had gotten worse, to the point where Bolivian researcher Luis Ramiro Beltrán stated that "as long as the kind of cultural relation that exists between the United States and Latin America predominates, the cultural integrity of the countries in this region will be in danger, and it will be very difficult to achieve economic and political emancipation."¹

In an already classic work concerning the manipulation of the mass media and US imperialist control, Beltrán and North American specialist Elizabeth Fox draw some critical conclusions:

1. Latin America's mass media system is so heavily penetrated by the United States' economic, political and communications institutions that it is fair to speak of domination

2. Most mass media in the region — especially electronic media — is directly or indirectly influenced by major US interests

3. There is more news about the United States than about Latin America itself. US movies make up more than 50 % of all

those shown. Importation of television programs in Latin America ranges from a low of 30 % in some countries to as much as 90 % in others. This is of sufficient magnitude to constitute a threat to the autonomy of the media in Latin America, especially considering its social impact and the tendency toward imitation.

4. The United States exercises a notable influence over the behavior of much of the collective mass media of Latin America, and is a decisive factor in the irrational promotion of consumer goods and services, alienation, triviality, social conformity, violence, racism, elitism and conservatism. These interests are opposed to national development via social change, cultural autonomy and political sovereignty.

5. The United States and its Latin American partners publicly proclaim their belief in the classic notions of the people's right to receive information, "freedom of the press", and "free flow of information". But their behavior speaks otherwise: they engage in monopolistic practices, coercion and extortion to guarantee their positions of power. Those who oppose them are indiscriminately labelled "totalitarians".

The authors of this study, who work out of the Bogota (Colombia) Inter-American Development Research Center, add that "it is evident that the US security and propaganda agencies are working actively in Latin America, and resort to highly unethical and undemocratic methods." According to their evaluation, rights in the field of media exist only for the ruling national minorities and their US counterparts, whose activities in the mass media are tied to the interests of those

who control the region's means of production. Fox and Beltran's book cites more than 200 documents and publications, many of them official, which amply demonstrate that the continent is subjected to overwhelming US cultural domination.

Informatics: a new field for monopolistic action

The articulation of communications by means of computers and satellites, known as informatics, is a new field open to monopolistic control by the United States, whose global networks and infrastructures already constitute a new form of neocolonial domination, of a more total and sophisticated nature than that previously known.

The United States controls 82 % of the production of electronic components, 54 % of the data banks, 89 % of the commercial information stored in computers, 48 % of the installed data processing equipment, the six most important international teletransmission networks, and 52 % of the Intelsat satellite system, which are largely in the hands of the American Telephone and Telegraph Company (ATT) and International Telephone and Telegraph (ITT), subsidiaries of the Morgan and Rockefeller banking houses.

The apparent competitive advances in the world market by countries such as Japan, West Germany, England, France and Italy in the field of informatics and instant telecommunications are really tributaries of gigantic US corporations such as IBM, Exxon, Control Data, Intel, Fairchild, Hughes

Aircraft Hewlett Packard, General Dynamics, Arthur D Little Inc and other transnational corporations.

The case of Latin America is a sad example of penetration and dependency which for some countries, under the current capitalist system, is almost irreversible as a result of conditioning and the structural distortion of their operating systems and development strategies. Some 15 US firms control the supply of equipment and software or languages covering a wide variety of sectors and services. Their contents always reflect transnational interests and in many cases are guided by national security policies.

With the exception of Cuba and Brazil, not one country in the region has an autonomous national communications policy or applies these techniques as part of an independent development strategy. And Brazil lacks its own software, so has had to make great efforts to adapt to its needs the program packages that go with the (now nationalized) models already in production and operation.

Judith Sutz, a specialist from the Center for Research and Development (CENDES) of the Central University of Venezuela, in a pioneering study on "The Informatics Situation in Some Latin American Countries" (June 1981), showed that "in many cases the entire process is imported en masse, and always with the technical methodology imposed by the makers, with the consequent irrationality and lack of control." Computers, she adds, proliferate in public administration, banking systems and universities, with a social and political impact of growing importance.

Among her other conclusions, Sutz says that the region is not

prepared to make rational use of informatics and that the mechanical transposition of technological solutions induced by computerization penetrates all sectors and makes itself felt at all levels. "Our productive apparatus is replete with needless capabilities and useless sophistications. Extremely costly equipment is deteriorating in our hospitals for lack of maintenance, because we don't have qualified technicians to repair it and there is no stock of spare parts. One clear example is the effort to computerize public administration without adequate planning."

She went on to state that decisions are made under the influence of overwhelming promotional campaigns by equipment producers, domestically aided by the state bureaucracy or the executive directors of private firms. Ignorance about technology and the needs which it can serve add to this. The main obstacle is political in nature. It is evident that the impact of informatics affects all of society, and that only an autonomous will can guarantee that decision-making is not bound within the strict framework of technology.

Political problems of informatics in the region

It is noteworthy that at the Sectorial Meeting on Information and Informatics organized in Caracas in November 1982 by the Intergovernmental Bureau on Informatics (IBI) and the Presidency of the Republic, the Minister of Intelligence Development, Dr. Luis Alberto Machado, referred to informatics as a necessary instrument in the struggle for cultural identity and national sovereignty, as

opposed to the mechanisms of monopoly control that affect the region.

The Center for Studies on Third World Development (CEESTEM) in Mexico City, directed by former president Luis Echeverria, described the Latin American situation in this field in the most somber terms. A study it published in 1982 showed that Latin America contains only 1 % of the world's computer equipment. The study adds that "Our countries (with the exception of Cuba and Brazil) don't have the capacity to design and build such equipment, and its use depends on the capacities of the West, especially of the US companies."

CEESTEM says it is not surprising that the major Latin American users in the late 1950s were the big financial and banking institutions, and a few branches of the state apparatus, especially those related to the military and security sectors. In the case of Mexico the accelerated growth of informatics in the country was due to "the business activities of the producers of goods and services, whose program is similar to that of the United States."¹²

According to the investigations carried out by CEESTEM, five countries, not counting Cuba, possess 82 % of the computer technology in the region: Brazil, Mexico, Argentina, Puerto Rico and Venezuela. Puerto Rico, as a colonial extension of the US domestic market, has 11 computers for every thousand inhabitants; Venezuela, two per thousand, and Mexico, Argentina, Uruguay, Costa Rica and Panama, only one. The bulk of this is small and medium-sized equipment which could be called obsolete considering the qualitative technological leap in microcomputer technology in the last five years.

Cuba is a case apart, with special characteristics. Since the change in its higher education programs in 1966, it has been able to independently develop its own minicomputers with national design and production. It has also been able to create its own Spanish software appropriate to its specific needs. It currently has high-level training centers, data banks and program libraries and is moving ahead with a planned program of computerizing its organizational, economic and leadership structures. Cuba's original contribution in the field of computer technology has been recognized by the socialist countries' Council for Mutual Economic Assistance (CMEA) for its production of alphanumeric video-displays and the CID 300-10 minicomputer.

In the rest of Latin America there are no interconnected systems on a national scale. There is a structural hypertrophy created by economic, financial and trade concentration. Eighty percent of the computer potential in the region is found in the capital cities. In Brazil, 75 % is divided between Sao Paulo and Rio de Janeiro.

This centralization is exemplified by the transnational network of Citibank of New York, called SWIFT (Society for Worldwide Interbank Financial Telecommunications),

which by itself encompasses the capitals of Venezuela, Colombia, Argentina, Chile and Mexico. It thus ties together the financial, trade and industrial centers of the major countries of the region, hooked up to the parent company of the second biggest bank in the world.

Latin American nations, like those of Asia and Africa, tend to be exporters of "raw data" and importers of "processed data." Another troubling aspect is that ITT alone has nearly 30 data bases in Latin America, whose product flows automatically to the central computers of the Chase Manhattan Bank affiliate, without the governments of those countries having knowledge of or access to its contents. This is done under the mantle of industrial secrecy and private property.

The tendency for the countries of the region to be dependent consumers is thus reinforced through the most sophisticated techniques of informatics. A look at the Latin American scene shows that the countries with the greatest potential in this sector are also those most penetrated and controlled by US transnational corporations. Among other factors, this is due to the imperialist imposition of its doctrine of "free flow of information" and "free access", and because the region lacks national communications policies. ●

FOOTNOTES

- * *Informatics* is a term recently coined from the French *informatique*. Originally meant to refer to the new field of computer science and technology which includes data processing and satellite telecommunications, it is also used in a broader sense to refer

to everything having to do with the modern means of gathering and distributing all forms of information.

¹ Annual Statistical Report of UNESCO, Paris, 1981.

² UNESCO Office of the Regional Adviser on Social Communication for Latin America, "Final Report of the First Meeting of the Monitoring Group of the Intergovernmental Conference on Communications Policies in Latin America and the Caribbean," pp. 24-26, Quito, Ecuador November 30-December 4, 1981.

³ *Ibid.*

⁴ Gargurevich, Juan. "Comunicadores y periodistas: necesidades de América Latina" (Latin American needs: communicators and journalists) in *Chasqui*, the Latin American Communications magazine, pp. 22-23, Lima, Peru, January-March 1982.

⁵ Espinoza García, Manuel: *La política económica de Estados Unidos hacia América Latina entre 1945-1961*, (US economic policy toward Latin America from 1945 to 1961), Casa de las Américas, pp. 10-11, Havana, 1971.

⁶ *Ibid.*

⁷ Schenkel, Peter: "Medios de comunicación y subdesarrollo" (mass media and underdevelopment) in *Comunicación y Cambio social*, (Communications and social change), ISIS-CIESPAL, p. 52, Quito, Ecuador, 1975.

⁸ Gargurevich *op. cit.* p. 24.

⁹ *Ibid.* p. 26.

¹⁰ Pasquali, Antonio: *Comprender la comunicación* (understanding communications), pp. 330-333, Monte Ávila publishers, Caracas, Venezuela, 1980.

¹¹ Beltrán, Luis Ramiro and Fox, Elizabeth: *Comunicación dominada: Estados Unidos en los medios de América Latina* (Controlled communications: the US in Latin American media), Nueva Imagen publishers, Mexico City, 1980.

¹² IBI Newsletter, Nos. 32-33 and 55-58: "Report from Mexico on the First Conference of Latin American Experts on Informatics," Buenos Aires, October 1-16, 1979.

MEXICO

BRIEFS

ERICSSON PHONE EXCHANGES PURCHASED--Ericsson's Mexican subsidiary, Ericsson Telecommunications Industry, has won an order for AXE digital telephone exchanges from the Mexican telecommunications administration. The order is worth 240 million kronor and covers 14 new local and transit exchanges. [Text] [Stockholm DAGENS NYHETER in Swedish 16 May 84 p 8] 11798

CSO: 5500/2691

ELECTRONIC TRUNK AUTOMATIC EXCHANGE IMPORTED FROM JAPAN

Calcutta THE STATESMAN in English 30 Apr 84 p 13

[Text] NEW DELHI, April 29--According to the Posts and Telegraphs authorities, direct dialling will cease to be the nightmare it has often been. As part of its programme to modernize the long-distance telephone service, the department has recently imported from Japan at a cost of Rs 12.6 crores a "stored programme-controlled electronic Trunk Automatic Exchange".

The wonder machine, the department says, already covers five telephone exchanges in New Delhi with excellent results. From these exchanges, say the officials, a call materializes at the first attempt. Five more exchanges making for a total of 10, have been added to the electronic system. During the next three years, 12 new local exchanges are to be commissioned and all of them will be having their STD through the electronic exchange, which means that in most cases STD calls will be available at the first attempt.

The electronic exchange monitors the long-distance trunks connected to it, tests them on command and has facilities to route the traffic automatically through other centres, in case of a breakdown in a particular route.

The system is interconnected with similar systems working in Bombay, Calcutta and Madras, both by terrestrial links and satellite circuits, via INSAT-1B.

Hence, says the Department, the electronic exchange has the support of back-up media. Besides the connexions with other electronic exchanges, the electronic unit at Delhi is connected to all important units in the country.

Recently, the service of this exchange was extended to two distant stations, like Rohtak and Muzaffarnagar, which had so far been connected to the Capital on point-to-point bases.

Through this link with the electronic exchange, new avenues have been opened to the subscribers of these stations, as they can reach almost all important cities in the country. Other distant stations are also programmed to be connected gradually to the electronic system.

The present point-to-point STD from Delhi is through the Strowger automatic exchange, which according to the P and T authority, is overloaded and requires constant maintenance.

Plans are under way to expand the electronic TAX with a view to close down the Strowger STD exchange and transfer all these stations.

As the capacity of the Delhi telephone system will be doubled during the next three years, the present exchange will soon reach optimum utilization. Keeping pace with technological changes in the world, the Department has already ordered the introduction of digital electronic local exchanges and digital electronic Taxes in the country. It is proposed to introduce a digital exchange in Delhi to meet the growing needs of STD and LSD services.

CSO: 5550/0011

BRIEFS

NATIONAL TELEMATICS CENTER--NEW DELHI, April 26--The Government today announced the establishment of a National Centre for Development of Telematics, which will be a registered scientific society "vested with total authority and flexibility, outside Government norms, to ensure dynamic operations". The announcement was made here at a joint Press conference by the Minister of State for Communications, Mr V. N. Gadgil, and Dr M. S. Sanjiva Rao, Deputy Minister of Electronics. Mr Gadgil said the centre, set up in accordance with a recent decision by the Union Cabinet, would initially concentrate on developing an indigenous switching technology. Dr Rao expressed confidence that with the Rs 35-crore budget allotted to it the centre would be able to develop, with the help of indigenous talent and assistance of expatriate Indians, an indigenous switching system within 36 months. The centre would have two committees, one headed by Mr Gadgil with Dr Rao as vice-president, to lay down the policy. Another committee will look after the day-to-day working of the centre. The funds for the project will be shared by the Ministry of Communications and the Department of Electronics. "Telematics", it was explained, denoted all new products and services made possible by the merger of communication and computer techniques. Several new services, such as telematic data, facsimile and electronic mail are now available. [Text] [Calcutta THE STATESMAN in English 27 Apr 84 p 9]

INTERNATIONAL SUBSCRIBER DIALING--International subscriber dialled telephone (ISD) service will be introduced with effect from 1 May, reports PTI. This service will be available round the clock to the subscribers in the metropolitan cities of Bombay, New Delhi, Madras and Calcutta for the present, says an official release. The dialling procedure and charges will be the same as for IDS service to United Kingdom, Australia, Singapore, Hong Kong and France. The country code for Japan is 81. Further information will be available from respective international traffic enquiry offices. [Text] [New Delhi PATRIOT in English 30 Apr 84 p 8]

TELEVISION SATELLITE USE--INSAT-1B for TV: All the 26 high-power and 118 low-power TV transmitters being installed for wider coverage of TV programmes for 70 per cent of the population will use INSAT 1-B, Mr. Bhagat informed Mrs. Monika Das. [information minister] Replying to questions, he said 25 TV transmitters now depended on INSAT-1B. He also told Mr. Jaswant Singh that a high-power committee had been constituted to bring about a radical change in the software aspect of Doordarshan. He said that the Union government was

aware of the need to improve the quality of the programmes. The report of the Joshi committee on software planning for Doordarshan, submitted a few weeks ago, was under government's consideration, he said. [Text] [Bombay THE TIMES OF INDIA in English 1 May 84 p 5]

NEWS AGENCY TARIFFS--CAIRO, May 9--India has decided to give substantial reductions in communication tariffs for operation of non-aligned news agencies pool in order to help "freer and more balanced flow of information." Mr. H.K.L. Bhagat, Information and Broadcasting Minister, announced on Wednesday. Addressing the conference of Ministers for Information and Communication of non-aligned countries here, he said this was the first step in implementing the recommendations of the New Delhi non-aligned summit for lowering of such tariffs. India would associate itself fully with collective efforts for further reductions. The two-day conference, earlier opened by Egypt's Deputy Prime Minister and Foreign Minister, Dr. Kamal Hasan Ali is being attended by 11 countries which act as redistribution centres of news agencies pool. [Text] [Madras THE HINDU in English 10 May 84 p 9]

COOPERATION WITH USSR TO INCREASE--India and the Soviet Union are to increase cooperation in the field of gamma-ray astronomy; this is in view of India's growing sophistication in space research. Both the countries are cooperating in this kind of research since 1976, and much work has been done at the Tata Institute of Fundamental Research, Bombay. The institute's balloon facilities at Hyderabad offer ideal conditions for the observation of gamma particles coming from space. Now the emphasis will be shifted from balloon observations to satellite observations. The Soviet scientists have developed a gamma-ray telescope to study direction of gamma rays and measure their energies and properties. India has provided the guidance system for the telescope. [Text] [BK021419 Delhi General Overseas Service in English 1330 GMT 2 Jun 84]

CSO: 5500/4729

RADIO NETWORK EXPANSION TO NEUTRALIZE ANTI-IRANIAN PROPOGANDA

Tehran KEYHAN in Persian 9 May 84 pp 5, 8

[Excerpts] In the last year we have witnessed several powerful radio transmitting centers going into operation in various parts of our country, the most recent being a short-wave radio transmitter in Kamalabad, Karaj. According to those involved, it covers two-thirds of the world's countries and sends the voice of the Islamic revolution to the most distant parts of the world. In light of radio's role and the fact that radio waves travel over nations' sea and land boundaries and know no border, in light of the enmity of the West and East to the toddling Iranian Islamic revolution and the fact that more than 30 radios are broadcasting various Farsi-language programs against the revolution at the present, the necessity to expand the country's radio network to combat the round-the-clock propaganda of these radios is felt more and more strongly. The voice of the Islamic revolution will thus reach the world's people ever-more loudly, and in addition to neutralizing this propaganda, can show the true face of the revolution and Islam to the world.

Glancing briefly at the history of the formation and perfection of radio, we understand that it was in WW I that radio receivers and transmitters were used on the war fronts. Many military orders and commands were given to army officers via radio. For this reason a fierce competition began to record and decipher radio messages sent by opposing army commanders. This was also the beginning of the use of propaganda and the broadcast of malicious, false news and messages to other states. This still continues today, intensifying daily. After the end of World War I, important technical advances were made in radio, and broader possibilities for the transmission of radio messages appeared with the help of short wave. At the same time, some of the great powers of that day took action to broadcast programs in various other languages in order to attract the interest and attention of people in other countries and to make propaganda against the differing and sometimes opposing policies in those countries. The USSR in 1929 and Hitler's Germany in 1933 resorted to this approach, and began broadcasting programs to various countries in those countries' languages. Thus other states, either combatting or welcoming these programs, took similar actions.

Although today distances are shrinking daily due to the discovery of the transistor and the use of satellites to transmit radio waves, the world's radio stations unfortunately have in no way preserved their independence and

impartiality, and instead almost all of them obey the policies of their states and protect their interests. In this area they do not shy away from lying or rumormongering. In a ceremony inaugurating the powerful Radio Iran transmitter, Hojjat ol-Eslam Khamene'i, the president, spoke about our country's radio mission, which is really the SEDA-YE JOMHURI-YE ESLAMI, and said: The revolution's message is one of the revolution's most basic issues. It is a reality that the nations' eyes and ears are turned to the revolution, and they want to know the truth about a revolution which has had an enormous effect, they want to be informed about its problems and experiences, and to hear the revolution's message from the lips of those involved in the revolution. After the Islamic revolution, whenever we encountered brothers from various countries all of them wanted a strengthening of the SEDA-YE JOMHURI-YE ESLAMI, so that they could hear the revolution's message as clearly as possible.

During the inaugural ceremonies for the transmitting station, Mohammad Hashemi, managing director of SEDA VA SIMA-YE JOMHURI-YE ESLAMI, gave a speech in which he pointed to the eastern and western propaganda war against the Islamic Republic of Iran and said: The war of propaganda against the Islamic republic is several times more extensive than the war of weapons, and at this moment the role of the mass media in the world predominates everything else.

With this transmitter, the Islamic republic can proclaim its message to all Muslim countries and most parts of the world. In the same ceremony, the president spoke about the role of radio and its mission in the Islamic Republic of Iran, and said: If a country has a message, it must also have a means of proclaiming it. Due to God's favor and the blessing of our revolution, we not only have one of the world's most powerful messages, but one of the most vital and deep-rooted ones of all history, which is that of returning a nation to its human personality and independence. As he continued his speech, the president pointed to the lying propaganda of news imperialism and said: What people today have any confidence in the lying propaganda of the eastern and western superpowers, which are agencies for lying, delusive speechifying? The world's people are not naive, they understand everything. What is important to us is that we can transmit what we want from our country to the hearts of enthusiasts the world over by this means.

Broadcast of Programs in Foreign Languages

Last year Radio Iran broadcast about 9 thousand program hours, of which about 70 percent were pre-recorded, 15 percent were live, and the remainder made up of Iranian and world news. Among the other activities of the brothers and sisters in the area of expanding the country's radio network, the international network of SEDA VA SIMA-YE JOMHURI-YE ESLAMI (the national and foreign languages unit) had the mission of transmitting the message of the Islamic Republic of Iran to the world, and giving it truthful news about the Islamic revolution. In connection with informing the world, both at home and abroad, about the life-giving ideology of Islam, this unit had over 30 thousand hours of programs in foreign languages, including Arabic, English, Kurdish, Pashto, Armenian, Iranian Turkish, Turkish, Bengali Urdu, French, German, Spanish and Russian, which were broadcast from Tehran and other provincial centers.

Interview with Director of Radio Iran

We interviewed Hojjat ol-Eslam Seyyed Mohammad 'Ali Abtahi, director of Radio Iran, about the general role of radio and its effects in raising the society's cultural level. Concerning the role of radio in society, he said: In today's interconnected society, communication has the greatest role. Since the strongest tie between society's members is a cultural one, we can understand the true role of the mass media. Because of all the mass media radio has the greatest range and provides greater coverage, because it is inexpensive and has the capacity for greater utilization compared to the other mass media, we can say that on the whole it has a closer and more organic connection with all of society's elements. If we consider that in our society a high percentage are not blessed with literacy, radio's role in society becomes even clearer. Because SEDA-YE JOMHURI-YE ELSMAI is a crystallization of the totality of the cries of the world's suffering and oppressed, we feel that the cry of the Islamic revolution involves great commitments for us and others involved. In light of this we can summarize the overall mission of SEDA-YE JOMHURI-YE ESLAMI in one sentence: "Our goal is to create a rich Islamic culture which originates from the revolution's ideas and leadership." This generality must govern every radio program, meaning that when an economic program is recorded and broadcast, it must be oriented towards the Islamic economy. In the same way the other programs must have an Islamic orientation.

On the subject of radio planning, the director of Radio Iran said: Several months ago the requisite planning was done with the help of the brothers. Our effort was based on creating a new chapter in radio so that we can strengthen our connections with the people as much as possible, since any media that can strengthen its ties with the people will on principle be more successful in its work. For example, if we were to have great ideas on radio, but they were not couched in the everyday language of society, we would never succeed in our work. Concerning art programs, the radio director said: One of radio's basic missions is to present art in its own language. We have tried very hard to strengthen this language, and the evidence of our claim is our art programs which are broadcast by the radio during the day. Our wish was to perform radio programs in the language of art as far as possible. We feel that principles of belief and Islamic ethics is unfortunately an area of weakness in our society. We have thus tried to utilize the whole group of personalities who have the confidence of the revolution and the leadership to deliver ethical talks. We have tried also not to put the radio in any way under the control of any special group or movement. He continued: At the present time Radio Iran has programs 24 hours a day, which is unparalleled in the Middle East. It is also necessary to note that program preparation faces special difficulties. Our revolutionary society is very strict in the broadcast area, and we have political problems as well. For example, other countries use music in various radio programs, but in our 24 hours of daily programming we only use music where it is permitted during inter-program intervals. More than 12 hours of these 24 hours are pre-recorded programs, and the remainder, which are mostly evening programs, are broadcast live. In regards to what issues radio programs pursue, he said: The largest percentage of radio programs are concerned with social issues, and another portion involve the imposed war. Literary, artistic, economic and political programs make up the remainder. The radio director said: I here take the opportunity to invite those involved in literature and the arts, and persons acquainted with ethical issues, to work with us as much as they are able to enrich these programs.

TELECOMMUNICATIONS DEVELOPMENT REVIEWED

Karachi DAWN in English 4 Jun 84 pp 3, 4, 5,

[Article by Dr Noor Ahmed Memon]

[Text]

THE telecommunication facilities have increased manifold during the last twelve years. Until 1962, all trunk traffic was handled manually. For efficient and quick trunk service the first point-to-point as subscriber trunk dialling (STD) service was introduced on Karachi-Hyderabad Section in December, 1962. This facility became very popular and was extended on other 26 routes. A nationwide dialing (NWD) system linking various cities through micro-wave link has also been introduced.

Pakistan is linked with 24 countries through a satellite communication system. The total number of overseas channels via satellite are 327 of which 306 are speech circuits. During the first nine months of 1982-83, forty-four telephone circuits were added to the satellite

system. The first international gateway exchange was established at Karachi in 1980. The second gateway exchange and an earth satellite is programmed to be set up at Islamabad to meet the demand of overseas calls from the Punjab and NWFP. The following table shows the progress of telecommunication:

ing 1982-83 as a result of its expanded and improved services. It also achieved its target for providing 50,000 new telephones during 1982-83. The physical progress achieved include installation of 25,800 auto-exchange lines, 84 small exchanges, and three nationwide dialling exchanges. The depart-

TABLE

Year	Development of Telecommunications		
	Telephone Exchange numbers	Number of telephones	Number of public call offices
1971-72	1,475	1,67,200	815
1972-73	1,636	1,84,103	728
1973-74	1,679	2,01,354	734
1974-75	1,679	2,27,604	742
1975-76	1,839	2,49,300	1,213
1976-77	2,184	2,74,647	1,459
1977-78	2,222	2,94,161	1,559
1978-79	2,265	3,14,000	1,587
1979-80	2,378	3,36,275	1,634
1980-81	2,476	3,58,815	1,689
1981-82	-	3,88,360	1,696
1982-83	-	4,31,300	1,888

Source: (i) Communication Division, Government of Pakistan

(ii) Pakistan Basic Facts, 1982-83

Pakistan Telephones and Telegraphs Department earned a profit of Rs 1,810 million dur

ment also installed about 70 public call offices

Similarly, satisfactory progress was also made on various works relating to the micro-wave system and the coaxial cable system. A number of exchanges were commissioned during the months of May and June, 1983. These were Quetta Central Exchange of 2,000 lines (expansion); Lahore Cntrl Exchange of 5,000 lines; Hyderabad City Exchange of 2,100 lines (expansion); Azizabad II Exchange at Karachi of 5,000 lines; Saidu Sharif Exchange of 1,000 lines; and Chaman Exchange of 300 lines. Besides, more than 6,000 lines were added in the shape of rural manual exchanges.

In the Annual Development Programme 1982-83, an amount of Rs 1450 million was allocated, Rs 553 million or 61.6 per cent more than the allocation of Rs 897 million during 1981-82. The programme, among others, included installation of 50,000 new telephones, 187 small exchanges, 80 trunk positions, 20 multi-channel UHF systems and 200 single channel VHF systems, opening of 74 public call offices (on open wire line) and continuing work on on-going schemes relating to micro-wave systems, open wire line, buildings and staff quarters.

Pakistan and UAE, on May 4, 1983, signed an agreement to lay and maintain 1,000 kms long submarine cables between the two countries for providing a stable communication link at a cost of 50 million dollars, to be shared equally. The project is likely to be completed by the end of 1985. The two sides also considered and discussed the prospects of establishing an electronic digital telephone exchange factory in Pakistan as a joint venture. They also explored the feasibility of extending the submarine link to Colombo so that it could be linked with Singapore via Saudi Arabia.

Development in Sixth Plan

During the Fifth Five Year Plan, there has been a very large increase in communica-

tion traffic while the system development could not keep pace with the demand resulting in over-loading and pent up demand. The policy and strategy for this sector during the sixth five-year plan will be:-

- To provide for a quantum jump in telephone connections to clear the backlog in demand as far as possible and the expansion of telephone facilities to rural and under-developed areas.

- To augment long distance and subsidiary trunk route capacity.

- To develop local manufacture of sophisticated telecommunication equipment.

- To augment international telecommunication channels via satellites.

- To introduce automaticity, wherever possible, so as to cut down on current and arbitrary billing.

In physical terms, it is proposed to give more telephone connections during the Sixth Plan period than in the preceding 35 years taken together. The telex line units and STD NWD channels would also be doubled during the plan period.

The implementation of such a programme would require an investment of Rs 10.1 billion in the public sector, with a significant foreign exchange component. The issues which will have to be tackled to make this programme a success are:-

- Substantial enhancement of Telephone and Telegraph Department's efficiency and examination of the possibility of converting it into a self-financing corporation.

- Setting up of a cable factory with foreign collaboration. Telecommunication development in Northern Areas and Azad Kashmir have been provided separately with an amount of Rs 0.2 billion.

A major policy shift in the Sixth Plan will be induction of private sector in the manufacture of telecommunication equipment. The size of proposed investment in the private sector is Rs 3 billion.

FIRST DIGITAL TELEPHONE EXCHANGE OPENS

Karachi DAWN in English 26 May 84 p 12

[Text] **KARACHI, May 25:** The first 10,000-line digital electronic telephone exchange is the premises of the Gateway International Exchange is being inaugurated by the Federal Minister for Communications, Mr Mohiuddin Baluch on Saturday.

The first phase of the project will cost Rs 103 million and another 10,000 lines will be added later. The total cost will come to about Rs 192 million which includes a French credit of about Rs 50 million.

Fourteen senior engineers, some of them divisional engineers, have been trained in the operation and maintenance of this exchange which provides a number of facilities for users served by the Exchange. The training has been provided under the technical arrangements that exist between the Department and CIT Alcatel of Fr-

ance. Alcatel will also provide special telephone sets for subscribers fitted with special facilities such as automatic call alarm, "hot line" for a most frequently dialled number, abbreviated dialling enabling connection after dialling through only two digits of most frequently dialled numbers, automatic transfer of calls to alternate telephones where the subscriber might be at that specific time. Under the system it is also possible, through arrangements with the exchange, to have a "conference" on telephone, three or more persons can talk to each other simultaneously over their telephones, but this will be within the exchange limit.

For all these special arrangements special charges have to be paid by the subscribers depending upon the number of facilities they avail of at one time.

If from the electronic exchange,

a telephone number is dialled to another exchange, and if the called line is faulty, the fault will be indicated and a complaint automatically lodged with the exchange where the fault lies. Whether it is attended to or not by that exchange is a different story.

About 3,500 Garden Exchange lines will be connected to the new exchange. About 900 CTH Exchange lines and 600 from the Cantt Exchange will also be connected. The rest of the demand shall be met from the pending applicants. All the new connections in the exchange area will be provided French designed telephone sets.

The commissioning of this electronic exchange will increase the existing telephone connections in the city to 164,100. By June 5,000 lines will be added to the Pak Capital Exchange, beginning with "41" and 3,000 lines in the PECHS.

CSO: 5500/4730

PROPOSALS FOR DIGITAL EXCHANGES BEING EXAMINED

Karachi DAWN in English 28 May 84 Business Supplement p 1

[Article by H. A. Hamied]

[Text]

KARACHI, May 27: Four countries have sent their proposals to the Federal Ministry of Communications for the manufacturing and installation of digital electronic exchanges within the country at an estimated cost of Rs. 5,000 million.

Brig. Mansoor-ul-Haq Malik, the Director-General of Telegraphs and Telephones, told Dawn that the proposals are being examined by the Ministry and a decision will be taken in four to five months.

He said France, Japan, West Germany and Turkey have submitted the proposals for the transfer of technology which will reduce the cost of installation per line.

At present, he said, it cost, Rs. 7,000 per line for the operation of digital exchange, Rs. 3,000 in joint collaboration with foreign companies and if they (exchanges) are manufactured within the country it will further reduce the cost by 25 to 30 per cent.

"We are working on a policy which will benefit the country," he

said.

The proposals also include issues relating to the location of the manufacturing units.

To a question, Brig. Malik said the capacity of the exchange to be manufactured within the country would be for about 500,000 and plans are to have all the new connections digital under the Sixth Five-Year Plan.

A digital exchange, similar to that of Karachi will be inaugurated in Lahore by the end of June and in Rawalpindi-Islamabad by September this year.

Karachi, he said, was chosen for the experimental exchange because one-third of the telephones operating in the country are in this city.

He attributed the defective system to negligence on the part of personnel, lack of resources, faulty junction cables, etc.

He said by the end of 1985 all these problems will be removed under a phased programme which had already started.

CSO: 5500/4732

INTER-AFRICAN AFFAIRS

DETAILS ON RADIO MEDIA SOLEIL GIVEN

Paris LIBERATION AFRIQUE CARAIBE-PACIFIQUE in French No 21, Apr-May-Jun 84, p. 5

[Interview with Bernard Doza, radio broadcaster on Radio Media Soleil, at the station; date unknown]

[Text] Menilmontant. The paved Cendriers Street. At number 23, a door on the left, under the porch. It is there, on the premises of Radio Media Soleil, that we meet one of its movers and shakers, Bernard Doza (born in 1954), whose program "Exile" gives African opponents a chance to be heard.

[LACP] Bernard Doza, you are Ivorian, you have been collaborating on Radio Media Soleil since last July. Can you introduce this free radio station to us?

[Bernard Doza] Radio Media Soleil is a grouping of several emigre radio stations which allows young African emigres, like those from every country, to express themselves freely today in France. It is a radio station that belongs to them, where freedom of expression is much greater today.

[LACP] Of what, exactly, does your collaboration on this radio station consist?

[Bernard Doza] When I was contacted to come and broadcast on Media Soleil, it was to replace a friend who was returning to Africa. His program was a variety show called the "Workers' Club." After two months, I realized that this program resembled all those on the FM band. I then proposed an original program called "Exile." First, I did a report. In France, we are faced with specialists on Africa, people who talk about Africa, but Africans themselves have never decided to ask other Africans questions to find out what their concept of the continent's future is. So I did "Exile" especially to mark the stages of development of our countries. Every Sunday I make it possible for African political opponents to address themselves to the listeners.

[LACP] Since independence, it has been noted that in most of the countries of Africa, either military regimes or one-party civilian regimes have been installed, often with the support and complicity of France. Since your program is based on interviews with opponents, it would be interesting to know what impact it has on African and French listeners.

[Bernard Doza] Today in France, young African students cannot express themselves in the Latin Quarter or even in the universities without being spied on and

turned in. When they land in Africa, they are dragged off by force. When I decided to do "Exile," many young Africans wrote to me to tell me that what I was doing was consciousness-raising, since we were usually faced with Western Africanists who asked Africans questions based on their own concepts about Africa. When I say "Africanist," I am thinking of people like Philippe Decraene or J.C. Pomonti of the newspaper LE MONDE, who cannot conceive that in Africa there can be democracy without tribalism, for example. We, the new generation, pick up the microphone to ask questions of politicians who come from the same countries as we do.

[LACP] And the listeners' reaction...?

[Bernard Doza] At first, they were a little bit inhibited. They said to themselves that I had received subsidies from certain African countries in order to criticize others openly. But when they realized that I was just a student living in a hostel, they finally understood that the evolution of our countries was going through these more or less caustic criticisms.

[LACP] You conducted your broadcast from September 1983 to the end of January 1984. Media Soleil started up its activities again on 1 April 1984. Can you give us a quick assessment of these five months?

[Bernard Doza] I must say that this program first of all allowed me to get to know Africa better; I also met some African intellectuals and I think that a certain number of them have the caliber of statesmen capable of governing without inevitably depending on any power. I received opponents like Monko Beti, the UPC from Cameroon, the MORENA from Gabon--after its press conference in Paris was banned; I received Amadou Diallo who spent, I think, five years in Sekou Toure's Camp Boiro and who wrote a book about Diallo Telli's death (1); I invited Laurent Gbagbo from the Ivory Coast; I also received some well-known African journalists with whom I held compelling discussions.

[LACP] Exactly, from these diverse meetings with numerous African opponents, doesn't a common strategy emerge? Aren't we finally in the process of seeing a claim above all to democratic expression develop in numerous countries of Africa, while during the first years of independence the first claim was socialism?

[Bernard Doza] Africa does not live in isolation. It evolves just as the world does. We have seen the development of socialism in the Eastern countries; we have seen the development of socialism in some African countries and the development of capitalism in others. These observations lead Africans today, in their overall opposition, to say that it is necessary to come to a position suitable for Africa herself. This position is far from the Pan-Africanism advocated by N'Kruma. Democracy for us existed in other forms, and today one cannot conceive that in the name of development, of the state constitution, of socialism, of social democracy or capitalism, one can prevent people from expressing themselves. Nowadays in Africa, with the exception of Senegal, no country wants to try democracy.

[LACP] After this new start in April 1984, do you intend to pursue the "Exile" program in its current form or do you have other plans?

[Bernard Doza] I am also going to receive people on whom repression in Africa has left its mark, that is, political prisoners or people who were close to them and can testify. This testimony will be a new element in my program. Since my listeners have told me that I mainly give the opposition the chance to speak, I thought that it would be interesting to let some of the men in power in Africa express themselves. Beginning in October, therefore, I am going to begin receiving ambassadors or ministers in office who will come to "Exile" to defend their governments' theses; the following week, I will receive opponents of those governments with the purpose of putting forth the opposing viewpoint. That will make it possible to clarify the discussions.

9895

CSO: 5500/73

(1) Diallo Telli, the former Guinean minister, was the first secretary-general of the OAU. Arrested in July 1976, he died in Camp Boiro in March 1977.

TELECOMMUNICATIONS EXPANSION DISCUSSED

Accra PEOPLE'S DAILY GRAPHIC in English 18 May 84 pp 1, 5

[Article by Joe Bradford Nyinah]

[Text]

GHANA will soon have a direct link with the Republic of Upper Volta in telephone, telex, telegraph and television services under the Posts and Telecommunications (P & T) efforts to expand telecommunication horizon in the country.

Under the programme, the Overseas Economic Co-operation Fund (OECF) of Japan has granted the corporation, \$26 million to help provide a new microwave link between Accra and Bolgatanga which will also ease the congestion on the present transmission facilities to the North.

An ECOWAS-sponsored project will also provide a radio-link between Bolgatanga and Ouagadougou and that joined with the OECF project would complete a microwave link between Accra and Ouagadougou.

Inter-connections with Ghana and the Republics of Togo and Ivory Coast would be made possible after the completion of a Pan African Telecommunications (PANAFTEL) project.

Nana Peter Bawuah, acting Director General of

the P & T who disclosed this at a press conference in Accra yesterday in connection with this year's World Telecommunication Day (WTD) said the corporation has through this project, extended first class telecommunication services to certain rural areas which will enable areas like Ada, Keta, and Axim which hitherto had no telecommunication facilities to enjoy them.

Nana Bawuah noted that this was a massive expansion and modernisation effort on the part of the corporation and said it was the foundation for expanding telecommunication horizon envisaged by the International Telecommunication Union (ITU).

The acting Director General cautioned, however, that these did not mean there were not going to be problems when these projects are completed adding that there is a problem in maintaining the country's telecommunication facilities and unless greater attention was paid to telecommunication services, more serious problems would arise.

NIGER

BRIEFS

TELECOMMUNICATION AGREEMENT WITH CANADA--General Seyni Kountche, chairman of the Supreme Military Council and head of state, received in audience this morning His Excellency (John Peter Bell), the Canadian ambassador to Niger. Furthermore, a draft agreement on a telecommunications development program within the framework of Niger-Canadian cooperation was signed yesterday by Allele Elhadji-Habibou, acting foreign affairs and cooperation minister, and the Canadian ambassador to Niger. The program is aimed at supporting Niger's development strategy by helping to reduce its external and domestic land-locked state through the improvement and extension of telecommunications facilities. This program is to be implemented at the national and international levels, within the Pan-African Telecommunications Network. The agreement, which is for \$7.13 million, that is 2.3 billion CFA francs will enable the telecommunications department to become autonomous operation, maintenance and management of telecommunications facilities, and also to improve the utilization of Niger's network. At the end of the ceremony, both sides expressed satisfaction with the signing of the draft agreement, which testifies to the very close traditional links of friendship and cooperation between the Canadian and Niger peoples. [Text] [AB011747 Naimy Domestic Service in French 1200 GMT 1 Jun 84]

CSO: 5500/83

ELECTRONICS MANPOWER SHORTAGE REPORTED

Johannesburg RAND DAILY MAIL in English 24 May 84 p 14

[Article by Priscilla Whyte]

[Text]

DOUBLE the number of electronics engineers are needed to play a crucial part in the economy, says Professor Louis van Biljon, head of Pretoria University's electronics department.

He believes that there are fewer than 1 000. Growth rate of this sector has averaged 20% a year since the 1940s and is likely to be sustained for the next 10 years.

"So the country is falling further behind."

The larger problem is the need to bring blacks into the modern information society. When the De Lange Commission was released a few years ago fewer than 1% of black teachers had matriculated.

Prof Van Biljon says the country will have to saturate every home with information beamed from satellites, as is being done in India, to overcome the illiteracy problem.

He contends that if such measures were taken perhaps "a dent in the problem can be made in two generations".

The emphasis in research and development in computers is not in making decisions faster but in making better decisions.

Talk of fifth-generation computers and artificial intelligence, according to

Prof Van Biljon, will influence our lives in the next five to 50 years.

He adds that if about 5% of a research budget is spent on gathering and interpreting existing information 30% of the total budget can be saved.

A handy base already exists with about 60 000 journals already published in 65 languages.

There are three categories of publications: core journals, which contain one third of the information directly related to a subject; for every core publication there are six related field journals which contain a further one third of the information; and another 36 remote field journals for every core journal which contain the remainder of the information on a particular subject.

Prof Van Biljon says that the fashionable picture of the modern executive with a personal computer next to his desk is not feasible. In Western society the computer keyboard consists of about 26 letters of the alphabet and numbers but the Japanese keyboard has 5 000 characters.

For this reason the need has arisen to gain entry into the computer system via the human voice.

Computers are already very good at recognising speech but even with today's most advanced technology it will take at least five minutes to gain access to all the information on a subject.

BRIEFS

'SQUEEZER' TELEMETRY SYSTEM--CONTROL Logic of Durban has developed a unique electronic system which will carry 64 signals, digital or analog, along two wires and over distances of up to 10 km. Called the Teleterm "Squeezer", the new telemetry system is said to make substantial savings in electronic process control and monitoring systems, in virtually any industry. In addition to savings on cable costs over long distances the system is simple, compact, easily expanded and provides signal transmission which is computer compatible. Used with Conlog micro annunciators, it provides a sophisticated alarm system warning of an abnormal state of equipment with electronic equipment used for plant control. The basic system, comprising a transmitter and receiver, allows transmissions of 15 parallel digital inputs along a single screened twisted cable. The true versatility of the system, however, lies in the ability to expand the capability by a further 48 digital or analogue I/O. This means that a maximum of 64 digital or 48 analogue plus 16 digital signals may be transmitted, still using a single screened twisted cable. Each transmitter and receiver expansion module has facilities for up to 16 digital or analogue I/O, and is merely "daisy chained" to the meter transmitter and receiver by plug/socket combination cables. [Text] [Johannesburg INDUSTRIAL WEEK in English 8 May 84 p 5]

SATELLITE MARKETING INFORMATION--EXPORTERS will for the first time have immediate access to credit and marketing information on more than 5 million US companies with the coming on stream of a new direct satellite hook-up between Dun and Bradstreet in SA and America. According to Dun and Bradstreet's local MD, Alan Mankoff, the new service, which is the only one of its type locally available, will enable businessmen to obtain reliable information on potential overseas clients in a matter of minutes. This will allow them to take advantage of good export opportunities speedily--a vital requirement in the current economic climate where export markets are highly competitive. In addition, it will ensure that profitable export opportunities are not lost because of doubts about the creditworthiness of the overseas client. "The information we can supply encompasses anything from simple credit information through payment appraisal reports to detailed financial profiles," says Mankoff. [Text] [Johannesburg INDUSTRIAL WEEK in English 15 May 84 p 4]

ZIMBABWE

BRIEFS

RURAL AREAS COMMUNICATION CENTERS--The minister of information, posts, and telecommunications, Comrade Nathan Shamuyarira, says the government is to build communication centers at all growth points and business centers in rural areas throughout the country in the next 5 years. Outlining the role of the mass media in Zimbabwe in the latest issue of THE ZIMBABWE NEWS, the minister said each center would have a radio, a television, telephone facilities, a post office, as well as a book shop. Comrade Shamuyarira said construction of the first center is underway at Murumbedzi Township in the Zvimba communal area. The minister also spoke of the role of the mass media as the mirror of society and a vehicle of socialist development. [Text] [MB051720 Harare Domestic Service in English 1600 GMT 5 Jun 84]

CSO: 5500/82

FRANCE, NORWAY SIGN PACT ON TELECOMMUNICATIONS TECHNOLOGY

Oslo AFTENPOSTEN in Norwegian 16 May 84 p 56

/Article by Rolf L. Larsen: "Important Telecommunications Cooperation"/

/Text/ "The use of new telecommunications devices being offered presents several new possibilities within a number of areas in our two countries, as, for example, the use of offerings in electronic payment and the utilization of fiber optics. France and Norway are two nations which have come a long way in the development and use of telecommunications technology and information technology, and I am happy that cooperation in this area is now being expanded and encouraged," said President Francois Mitterrand during the opening of an information technology seminar in The Norwegian Veritas at Hovik on Tuesday.

The French president opened the seminar before King Olav and about 200 participants from France and Norway. The seminar threw light on the current situation and future prospects connected with the development of information technology in the two countries, and the participants consisted of politicians, researchers, telecommunications experts and representatives of industry in France and Norway.

"France is a pioneer country in Western Europe in the area of technology. Considerable public funds have been made available for technological development, and there are very ambitious plans which have been given a political and national anchorage," said administrative director Egil Abrahamsen in The Norwegian Veritas during the opening of the seminar. Abrahamsen is managerial chairman of the Telecommunications Administration.

"Like France we also consider information technology a national priority. But in contrast to such priorities as reasonable water power and the oil resources in the North Sea, information technology is not an advantage which is given to us once and for all, but something we have to develop constantly ourselves. In order to assume a leading position in some selected areas within this field of technical expertise we will have to increase our national effort in research and development," said Minister of Transport and Communications Johan J. Jakobsen during the information technology seminar.

He pointed out that the Norwegian Government, as a link in this policy, has resolved to rent a transponder in the ECS satellite.

"This will be used for new telecommunications services in Norwegian industry. In this way we will be able to offer digital services earlier than we had originally supposed. We hope this will be a substantial contribution to increased progress for Norwegian industry involved in the production of information and telecommunications equipment," said the cabinet minister.

The Minister of Transport and Communications emphasized that the authorities wish that a work-saving technology like this will be capable of generating new activities in such a way that the need for manual labor on the whole is not reduced. "If we are not attentive to the possibilities which lie in new technology, we will be in a much worse position than if we decide to use it on a large scale. A solid investment here will, however, have to lead to structural changes in employment. We must therefore place considerable emphasis on giving every single worker good training and on preparing the educational system, industry and the social sector for the tasks we are faced with here. If we are neglectful in this field, the process of adaptation will be a heavy burden instead of a challenge," said Minister of Transport and Communications Johan J. Jakobsen.

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CSO: 5500/2684

BRIEFS

NORDIC MOBILE PHONE NET ORDER--Magnetic, a wholly owned subsidiary of Ericsson Radio Systems, has received an order worth 95.5 million kronor. The order is for 2,000 base radio stations for the Nordic mobile telephone network, which is currently the world's largest with 100,000 subscribers in the Nordic countries. [Text] [Stockholm DAGENS NYHETER in Swedish 14 May 84 p 8] 11798

CSO: 5500/2691

GOVERNMENT TELEVISION MONOPOLY REPLACED BY PRIVATE CHANNEL

Oslo AFTENPOSTEN in Norwegian 7 May 84 p 3

/Article by Morten Malmø: "Denmark Gets TV-2, But Without Commercials"/

/Text/ Copenhagen, 6 May. The television monopoly is broken in Denmark. The Danes will have a TV-2 free and independent of the Danish Broadcasting Corporation. In 4-5 years the transmission network for this new television channel will be completely built. In a few days the Danish Government--with Prime Minister Poul Schluter and Minister of Cultural Affairs Mimi Stilling Jacobsen at the head--will negotiate with the opposition in the Parliament to bring the TV-2 matter to a successful conclusion. These negotiations will probably result in the Schluter government's abandoning its proposal for commercials on TV-2. There is broad agreement in the Parliament that Denmark needs another television channel.

It was before Christmas of last year that Minister of Cultural Affairs Mimi Stilling Jacobsen submitted the Schluter government's TV-2 proposal. The cultural minister sums up the primary justification for the proposal in the following way to AFTENPOSTEN: "Another television channel is necessary to strengthen Danish language and culture against influence from abroad, because the television offerings from other countries will increase. It is also important to create freedom of choice and variety and to give competition to the Danish Broadcasting Corporation."

The main elements in the Schluter government's TV-2 proposal are these:

- A TV-2 is built up free and independent of the Danish Broadcasting Corporation.
- The initial conception is financed by watcher's permits and advertising.
- A good 500 million Danish kroner will be invested in the course of the next 5 years.
- The new television channel will broadcast a good 1,500 hours annually.
- A separate company, preferably built up from the daily press, is in charge of news coverage on the new television channel.

--Organizations, companies, etc., are given the right to produce material for TV-2.

Breakup of Monopoly

Even though this proposal will now be "doctored" to bring about the broadest possible agreement in the Parliament, it nevertheless seems clear that before the summer vacation the Parliament will reach a decision of principle on the establishment of an independent TV-2. Then the details will be worked out. Bernhardt Tastesen, the Social Democrats' media spokesman in the Parliament, does not conceal the fact that within his party there have been objections to a monopoly breakup but points out that the Social Democrats now wish an independent TV-2--especially to create competition. As far as the form of organization is concerned, there is strong sentiment in the Parliament for TV-2 to become a private institution. Minister of Cultural Affairs Stilling Jacobsen stresses that TV-2 will not be a "pyramid" like the Danish Broadcasting Corporation but will have a flexible, unbureaucratic organization.

Model Selection

The government's proposal was to the effect that a so-called concession model should be chosen, i.e., organizations and companies would obtain a concession for furnishing programs to TV-2--according to detailed rules. This view hardly has a majority in the Parliament. Instead they want a "contract model," which means that TV-2 will purchase the programs people want from filmmakers of all kinds. The Social Democrats have given strong backing to this solution, and the Schluter government does not wish to link its prestige to its viewpoint. The Social Democrats also object, for example, to the idea that the newspapers will be allowed to build up a company which will be in charge of news coverage on TV-2. Nor is Minister of Cultural Affairs Mimi Stilling Jacobsen going to put up much of a fight on this point. The result will probably be that TV-2 builds up its own news department as the only exception to the "contract idea." The delivery of material to TV-2 can mean a lot to Danish and other filmmakers. The channel can, namely, obtain a yearly turnover of a good 400 million Danish kroner.

Bringing TV-2 programs to the Danish viewers will occur, to begin with, via a so-called UHF transmission network, and altogether 18 television towers will be built for program broadcasting--one in each of the Danish counties.

The Contents

What will the contents of Danish TV-2 be? Minister of Cultural Affairs Mimi Stilling Jacobsen wants a channel with a different "angle," a "more lively" channel, sports and films--but not such that TV-2 becomes a "video theater"--and, besides that, news and possibly regional features. For his part, Bernhardt Tastesen wishes for a more cultural TV-2 with a program offering which stretches from theater and religious services to the work in important organizations. Besides, Tastesen imagines TV-2 programs divided up into four types, namely, purchased material, news, regional television and programs with "the best" from the other Nordic countries.

Advertising Dispute

"Twenty-five percent of the expenditures of a new channel ought to be covered by advertising," proposed Minister of Cultural Affairs Mimi Stilling Jacobsen, and she has referred in her parliamentary bill to West German television, where commercials are only shown in 5-minute blocks and not later than 8 o'clock in the evening. The majority in the Parliament, i.e., the Social Democrats, the Radical Left, the Socialist People's Party and the Left Socialists, say no to advertising. Bernhardt Tastesen offers this justification:

"Advertising can influence program choice, and commercials on television might harm the daily press."

Even if the Danish Government does not get commercials introduced now, Mimi Stilling Jacobsen says that she thinks there will be advertising on Danish television in 5 years.

"Bear in mind the Danish workplaces," she says and alludes to the fact that German products outsell Danish ones in the cross-border trade because, among other things, there are commercials on German television and not on Danish. If, little by little, there are commercials on the new TV-2 in Denmark, the Danish Broadcasting Corporation will also have advertisements on its TV-1. Hans Jorgen Jensen, director of the Danish Broadcasting Corporation, made that clear right after Easter. Another television channel will cost a Danish family 500 kroner in addition to the 1,100 which today is paid for a watcher's permit--if advertising is not going to be used.

Norwegian Television To All of Denmark?

"I don't see anything wrong with the idea that in the future Norwegian television may be transmitted to all of Denmark," says the Danish Minister of Cultural Affairs Mimi Stilling Jacobsen to AFTENPOSTEN. She feels it is better that "pure" national television channels are offered across the borders, instead of having, for example, a Nordic "mixed channel" in Scandinavia where the best from each country is broadcast.

If the Danish cultural minister is not especially optimistic about such a Nordic joint channel, for example, via the Tele-X satellite or possibly a future NORDSAT, it is due to the problems which will arise in the selection of programs. Norwegian television can be seen today in limited sections of Denmark, for example, in northern Jutland.

In addition to its one television channel the Danes can today see channels with Swedish television, three channels with West German television and even East German television. Not all of these foreign television offerings reach the entire country, but the Swedish and West German channels will cover all of Denmark in a few years--especially as a direct result of the construction of a Danish TV-2. In addition to this come the broadcasts which the television satellites will transmit.

LEGISLATION ON COMMUNICATIONS OUTMODED

Helsinki HUFVUDSTADSBLADET in Swedish 29 Apr 84 p 2

[Editorial by Inger Jagerhorn: "Things Have Happened Since 1886"]

[Text] The structure of communications has truly undergone some changes since 1886, when the current telephone law went into effect, notes Inger Jagerhorn, who wants to see an end to the quarrels and new, modern legislation that can also be easily adapted to future technical developments.

Should laws react to developments in society, or should they guide such developments?

That is an eternal question, and the answer is probably: both.

But a reaction time of 100 years is probably a little on the long side.

A big and growing area in society has been in an unregulated state for a long time, and that area is telecommunications traffic.

Today all workplaces are confusingly alike. In offices and hotels, mines and papermills, stores and nuclear power plants, the jobs are looking more and more the same. People everywhere sit working with terminals and keyboards.

As long as everything stays within a particular firm, all is well. At least from the legal standpoint.

But computer systems have now started communicating with each other.

There is telefax, which transmits written documents or graphics over telephone lines. There are data networks, over which information from one EDP system is sent to another. There are mobile telephones, teletex, videotex, and all the rest of it. People confer with each other over long distances, not only by telephone but also through the use of TV screens. And eventually we will have nationwide paging systems.

The old communications structure has broken down, with a resulting threat to the established institutions--or power structures, if you will.

Technology is thriving and expanding, the institutions are sharpening their claws, and the legislators are nonplussed.

The fact is that the use of telefax, videotex, and so on is regulated by laws dating back to the time of the Russian czars--more specifically, by the old Telephone Declaration of 1886 and the Telegraph Law of 1919.

Concerning today's controversial questions--and by that we mean the division of labor between the telephone companies on the one hand and the Postal and Telecommunications Administration on the other--those ukases have nothing to say. The attorney general has said that he is helpless when it comes to resolving those disputes by interpreting the law. And the debate on this subject has been going on for 20 years without result.

It is true that in 1972, the Post Office and the telephone companies signed an agreement on the division of labor that was to remain in effect until 1980. But during that period alone, telecommunications expanded in a way that could not be coped with, and the disputes started up again.

"The objective is to submit the government's draft of a new telecommunications law to Parliament this fall." That is the story today.

It was also the story in 1982, when another committee had been working on a bill. This year's new committee report is again accompanied by a shower of reservations and protests.

The telephone companies still see the specter of socialization and the danger of centralized control.

The bill states that licenses for general telephone activity should be granted only by the minister, not--as is the case now--partly by the Postal and Telecommunications Administration and partly by the Ministry of Communications. There is also a proposal to set up a special Central Telephone Inspectorate along the lines of the Central Electricity Inspectorate. This is again being opposed by the Post Office.

It looks as though there may be a slight shift in the "balance of power" between the two competitors and that the change will benefit the Postal and Telecommunications Administration.

The existence of two different organizations in the telecommunications sector has very definitely promoted healthy competition so far. The telephone companies have also had a closer relationship with their owner-subscribers than the Post Office has been able to achieve. From the consumer's standpoint, however, the most important thing is that the service should function, that the different types of equipment and computers should be compatible with the network, that rates should not be too high, that transmission capacity should be sufficiently developed to handle future expansion, and that opportunities for the public to influence those forms of public service should be preserved.

In the final analysis, it is not of all-pervading importance to the consumer who "wins" and who "loses" this telecommunications battle. The time has come for us to finally have a law and an enactment corresponding to today's situation and easily adaptable to future technical developments--although perhaps not durable enough for the next 100 years.

11798

CSO: 5500/2691

GLASS FIBER NETWORKS IN ROTTERDAM, AMSTERDAM

Rotterdam NRC HANDELSBLAD in Dutch 3 May 84 p 11

[Article by editor Zeger Luyendijk: "Glass Fiber Breaks Through in the Netherlands"]

[Text] Rotterdam, 3 May--Rotterdam also will get a ground station for satellite connections, plus a network of glass fiber cable, the very thin glass thread through which signals shoot in the form of flashes of light. The construction of a similar network in Amsterdam, which was announced yesterday by Director - General C. Wit, M Sc, of the PTT [Postal, Telegraph and Telephone Service], makes the Netherlands the first country on the European continent where the glass fiber is being applied "commercially."

In the rest of Europe, the glass fiber is still being tried out. Germany is testing the technologies of the information society, to which the glass fiber belongs, in the so-called Bigfon project; in France, the Basque town Biarritz in a similar project has been wired with the glass cable. Both projects resemble the two way cable experiment in [Dutch] South Limburg.

Only in the U K is the glass fiber out of the experimental stage. British Telecom at this moment is installing many hundreds of kilometers of glass fiber cable which are to be put into use by next year. The Dutch PTT has no need anymore for extensive experiments with glass fiber, either.

"We could have decided to install the so-called "coax" [coaxial] cable instead of glass fiber in Amsterdam, and soon then in Rotterdam, as well," says Director General Wit of the PTT, when asked. "The copper cables can essentially do as much as the glass fiber ones, and are cheaper at that. But we are confronted by so many new technologies that it appeared to us to be better to install glass fiber cables despite the higher price. Those have a larger capacity than the coax cable, and because of that, they are more reliable for the future."

The glass fiber cable networks in Amsterdam and Rotterdam are in the first instance being installed for the benefit of business. Because of the increasing use of the computer, especially the large companies and financial institutions have to exchange ever more information with other parts of the world.

The desire for more extensive communications potential was recognized by the local authorities of Amsterdam, who got in touch with the American telecommunications company Western Union about this subject. Western Union operates so-called "teleports" in the United States, communications centers which provide international connections for companies.

In doing so, Western Union frequently applies glass fiber cable. For the underused [as printed] of the industrial park Sloterdijk, Amsterdam established a study group, in which, among other things, the possibility is considered of building a "teleport" in the region. According to the local authorities, this would make the industrial park more attractive for companies to locate there. Western Union even now is giving advice to Amsterdam, and also to the PTT about the glass fiber cable networks.

By installing the glass fiber cable in the first instance for the benefit of business, the Dutch PTT differs from the other European countries. Those investigate in their various projects the "consumer" aspect of new technologies. "We do not believe so much in, for instance, the German Biffon [as printed] project", says PTT Director - General Wit. "The range of possibilities, which will be offered to the consumer in the future, is not a market yet. We are waiting for a complete network in which all possibilities for private use are assimilated."

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CSO: 5500/2682

TELECOMMUNICATIONS AGENCY TO EASE EQUIPMENT MONOPOLY

Stockholm DAGENS NYHETER in Swedish 12 May 84 p 5

[Article by Osmo Vatanen]

[Text] The Telecommunications Administration's opposition to the legal sale of "pirate" telephones is breaking down.

The administration's Marketing Division feels that the requirement that only its own telephones be hooked up to the telephone system is already meaningless.

The ever-increasing variety of pirate telephones is forcing the Telecommunications Administration into an impossible technical situation.

The Telecommunications Administration has already abandoned its monopoly on all equipment other than telephones. It requires only that the equipment used meet its technical requirements. For example, digital transmitters and telephone receiving equipment can now be purchased from suppliers other than the telephone store.

But in the case of telephone sets, the regulation dating back to 1963 is still in force. It stipulates that equipment not belonging to the Telecommunications Administration must not be hooked up to the public telephone system.

Rule Broken

Many people violate that decree. The Market Court has legalized the sale of telephone sets made by competitors, even though the seller must inform the customer that such sets cannot be plugged in.

"But in practice, that does away with the monopoly," says Per-Axel Nygren of the Telecommunications Administration's Marketing Division.

"Obviously, those telephones do not just sit at home on the table unused. As a marketing man, I feel that the monopoly is meaningless. From the sales standpoint, it would be better if there were no monopoly.

"Sales should either be legalized or the sale of pirate telephones should be banned."

General manager Tony Hagstrom does not feel that the problem will be easy to solve, but he says the Telecommunications Administration is discussing the question of how to formulate its policy. Something must be done.

Competition

"The trend is toward greater freedom of choice and competition. We are gradually being placed in an impossible situation, since more and more equipment that is not suited to the Swedish system is constantly appearing."

Hagstrom also feels that it will be difficult to abandon the monopoly because "we will then be accepting equipment that does not meet our technical requirements. What kind of reform is that? We must also see to it that the public telephone system works and that equipment will operate anywhere in the system, and that is not the case with pirate telephones."

At the Ministry of Communications, department head Claes-Goran Sundin notes that "the monopoly boundaries may have to be adapted to technical developments."

The only boundary that can be moved today is the one in effect for telephones.

Government

In its budget bill, the government points out that the Telecommunications Administration alone cannot decide whether the monopoly on telephones should be eliminated. Minister of Communications Curt Bostrom said in a newspaper interview in November 1983 that the monopoly should remain.

"But it has been a while since then, and the statement does not mean that the government has taken a stand," says Sundin.

The situation is made even more impossible for the Telecommunications Administration by the fact that plugging one's pirate telephone into the system is not a criminal offense. And that is one of the main points in a complaint against the agency that a woman in Goteborg has filed with the parliamentary ombudsman.

The woman writes: "The truth is that someone who uses a pirate telephone is guilty of breaking his contract with the Telecommunications Administration. That is not a criminal offense."

Bjorn Wallin, chief legal officer for the Telecommunications Administration, says: "A person is not subject to public prosecution."

"But he may have his service curtailed or be forced to pay for the damage that the Telecommunications Administration feels he has done to the telephone system by hooking up a pirate telephone."

But no civil suits for damage have been instituted.

The woman is also angry because the agency said that pirate telephones short-circuit the lines and may continue charging time after one hangs up the receiver.

Per-Axel Nygren says: "This business about short-circuiting the lines is a surprise to me.

"But some telephones being sold on the market have buttons under the telephone, for example, instead of a cradle. The button must be pushed in to break the connection. If you set the telephone down on an uneven surface, the button may not be pushed in."

While the Telecommunications Administration gives the matter more thought, the avalanche of pirate telephones is continuing to pour into Sweden. It is larger than ever because manufacturers in the Far East are dumping their telephones in Europe.

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CSO: 5500/2691

GOVERNMENT SATELLITE BROADCASTING PLAN POSED, ATTACKED

London THE DAILY TELEGRAPH in English 9 May 84 p 9

[Article by Peter Pryke]

[Text]

THE BBC and independent broadcasters are to be asked to take part in a joint project for launching direct broadcasting by satellite in Britain in the late 1980s, Mr BRITTAN, Home Secretary, told the Commons last night.

He also had some reassurance to offer to independent television companies concerned about the risks attached to investing in the project.

They may not have to undergo the normal re-franchising procedures due in 1989.

For that year alone, the IBA will not be under an obligation to re-advertise ITV contracts. But it would retain a complete discretion as to whether to do so or not.

"I stress that it does not give any ITV company any guarantee whatsoever that its franchise will be renewed in 1989: it leaves the IBA free to renew without re-advertisement if it considers that the company's level of performance is satisfactory," Mr Brittan said.

He also announced that Britain would have its first independent National radio service on VHF by 1990.

'New structure'

The announcement of a relaxation in franchising procedures, made during the second reading of the Cable and Broadcasting Bill, came under immediate attack.

Mr Brittan denied a Labour MP's suggestion that it was

meant as an inducement to participate, and re-emphasised that there was no question of the existing companies being given an automatic extension of their franchises.

Mr KAUFMAN, Shadow Home Secretary, said the announcements amounted to a completely new structure for broadcasting, introduced without consultation or discussion.

There had already been disquiet about the way in which the structure of broadcasting was to be changed by the introduction of cable TV, but now Mr Brittan had announced root and branch fundamental changes to the Bill.

"In place of a properly structured broadcasting system, from which we have benefited for 60 years, there will be regulated and unregulated power to dabble, into which people will be able to plunge their hands in order to make profits at the expense of the taxpayer and the consumer."

Mr BRITTAN, moving second reading of the Bill, said the Government had come to the conclusion that a joint project

offered to most realistic chance of getting direct broadcasting by satellite into action within the next three or four years.

The proposed joint company or consortium would be divided between the BBC and the independent sector. The BBC would have a half share of the project.

"The independent sector will be in two parts. One part which I would expect to be at least a quarter of the total project—would consist of those ITV companies which wish to take part.

"I stress that there is to be absolutely no pressure or coercion. The companies must decide for themselves because which will be at risk.

"The other part of the independent sector will consist of other companies or organisations that express a wish to take part on the terms stated and are judged suitable to do so. They might make up 20 to 25 per cent. of the total—but the proportions need to be kept flexible until we see the strength of those who wish to participate.

Films channel

"It is in my view essential that an opportunity for participation in this important new broadcasting development should be given to those who do not currently hold ITV franchises. I shall need to be satisfied at the end of the process of selection and negotiation that a suitable consortium has been put together.

"I shall therefore be inviting the House to confer on me as Home Secretary a power under the Bill to set the seal on the consortium by formally designating it."

The project was envisaged as providing three channels, one films channel and two of mixed programming.

"I envisage that the joint project should have a maximum life of ten years from the date of launch."

Ten years was chosen so as to

provide an adequate period over which the project could build up an audience, recoup its initial outlay and move towards profit.

"Whether the project will in fact last ten years must depend upon the arrangements regarding satellite provision which the consortium will make with Unisat who provide the satellite system."

'No public money'

Mr Brittan stressed that no public money was being invested in or pledged to the project, nor would it be. The BBC's share would come from borrowing on the money market.

The project involved high risk, and would do well to do more than break even after seven years.

The ITV companies had stressed that they suffered the particular disability of facing the risk of losing overnight their reason for existence, and hence their ability to raise and service capital, through the operation of the franchising system.

That was why he had concluded he should make a minimum departure from the normal franchise renewal.

Tory's 'disappointment'

Mr COLIN SHEPHERD (C. Hereford) expressed disappointment about the announcement, and said that the American experience had shown that the project did not require an extension of the monopoly situation. He urged Mr Brittan to reconsider his decision.

Replving that there would be ample opportunity to debate the matter, Mr BRITTAN said the choice of independent participants would begin shortly.

He added that changes which would be made to the Bill did not guarantee that a joint project would come into being.

The Government would create the framework and hoped that the participants would consider that it was an opportunity that should be taken.

BRIEFS

TRANSATLANTIC SATELLITE LINK--MERCURY, the private sector competitor to British Telecom, yesterday announced a new transatlantic communications link to the United States that undercuts the State corporation. The prospect of savings of up to 35 p.c. was held out by Mercury through a more flexible satellite-based service between London and New York. Customers will be charged for time based on daily charge bands. At present many businesses lease circuits to make telephone calls and transmit computer data, but while paying around the clock for the service, only make use of it for a few hours a day. Now Mercury, which is linking up with Western Union to provide the service, is telling customers its "AmeriCALL" system and the charging methods will allow them to make more efficient use of transatlantic communications. The service is the first international link provided by Mercury, which now claims to be attracting customers at the rate of almost one a week. Stuart Bailey, marketing director, said: "We don't believe that British Telecom is capable of responding with a service offering these features. But it would be stupid to say it is impossible for BT to respond in other ways." [Text] [London THE DAILY TELEGRAPH in English 28 Apr 84 p 17]

CSO: 5540/002

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2 July 1984